

APPLIED MARKETING (CERT.) (30 CREDITS)

Offered by: Global & Strategic Comm.

Program credit weight: 30

Program Description

The Certificate in Applied Marketing is intended for students who wish to acquire basic knowledge of the marketing field that will allow them to aspire to entry-level positions in business, industry, and not-for-profit organizations. It will introduce students to theories and concepts of marketing, and provide an opportunity to apply these in practical situations.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (30 credits)

Expand allContract all

Course	Title	Credits
CGMG 318	Selling Models and Business Negotiation.	3
CMRK 200	Fundamentals of Marketing.	3
CMRK 225	Marketing Statistics and Research.	3
CMRK 235	Digital Media Marketing.	3
CMRK 320	Principles of Consumer Behaviour.	3
CMRK 321	Integrated Marketing Communications.	3
CMRK 322	Basics of Service Marketing.	3
CMRK 325	Global Marketing.	3
CMRK 430	Marketing Applications.	3
CPRL 221	Professional Communication and Networking.	3